



CRITERION I - CURRICULAR ASPECTS

1.3 Curriculum Enrichment

1.3.2 Certificate Courses/Value-added Courses

Value added Courses

**Department of English
2019-2020**

Syllabus

- 1. English for Business Communication**
- 2. English for Technical Writing**
- 3. English for Enrichment**
- 4. Journalism**
- 5. Technical Writing for Products and Services**

VALUE ADDED COURSE
English for Business Communication

Duration 30 hours

Objectives:

1. To make the students recognize and incorporate proper grammar and mechanics including parts of speech, tenses, synonyms and antonyms, idioms and phrasal verbs, vocabulary.
2. To help them identify main ideas in readings and begin to answer the comprehension questions.
3. To make them increase confidence in their ability to express their ideas in various situations
4. To make the students demonstrate expanded print vocabulary and improved oral fluency.
5. To enhance employability of the students by developing their linguistic competence and communicative English

Unit I

Welcome address- Vote of thanks-Farewell address

Unit II

Agenda writing -Advertisement

Unit III

Interviews

Unit IV

Job Application, Resume

Unit V

Email writing

Outcomes:

After the successful completion of the course, the students will be able to,

1. Acquire both in oral and written communication as they will be strong in grammar and its usage
2. Enhance employability of the students by developing their linguistic competence and communicative English
3. Develop intellectual, personal abilities through effective communicative skills.
4. Express a thorough command of English and its linguistic structure.
5. Demonstrate expanded print vocabulary and improved oral fluency.

VALUE ADDED COURSE

English for Technical Writing

Duration 30 hours

Objectives:

1. To help the students to recognize and incorporate basic grammar, mechanics, and sentence variety in writing ,
2. To enable them to answer with explanation for Interviews four basic skills in English Listening, Speaking, Reading and Writing.
3. To help the students to develop an ability to recognize main idea and supporting details in order to improve comprehension and retention of written information.
4. To help them to understand professional writing by studying management communication contexts and genres, researching contemporary business topics, analyzing quantifiable data discovered by researching, and constructing finished professional workplace documents.
5. Enable the students to apply the study of linguistic ability and grammar in their practical life.

Unit I: The History of English

Unit II: English Phonetics

Unit III: Business Letter

Unit IV: Precis writing

Unit V: Report Writing

Text:

Communication Skills- Dr. GajananMalviyaS.Chand, Prof.R.N.Shukla

Outcomes:

After the successful completion of the course, the students will be able to,

1. To clearly convey specialized information from a technical field to non-specialized audience.
2. Find jobs for their livelihood be motivated for their future education.
3. Apply the study of linguistic ability and grammar in their practical life.
4. Understand professional writing by studying management communication contexts and genres, researching contemporary business topics, analyzing quantifiable data discovered by researching, and constructing finished professional workplace documents.
5. Recognize, explain, and use the formal elements of specific genres of organizational communication: white papers, recommendation and analytical reports, proposals, memorandums, web pages, wikis, blogs, business letters, and promotional document.

VALUE ADDED COURSE
English for Enrichment

Duration 30 hours

Objectives:

1. Develop the student intellectual, personal and professional abilities.
2. Acquire basic language skills (listening, speaking, reading and writing) in order to communicate with speakers of English language.
3. Develop the students an awareness of the importance of English language as a means of international communication.
4. To help the students to develop an ability to recognize main idea and supporting details in order to improve comprehension and retention of written information.
5. To help them to understand professional writing by studying management communication contexts and genres, researching contemporary business topics, analyzing quantifiable data discovered by researching, and constructing finished professional workplace documents.

Unit I:

Error Correction

Unit II:

One Word Substitution

Words Often Confused and Misused

Unit III:

Idioms and Phrases

Unit IV:

Note-Making and Summarizing

Unit V:

Letter Writing

Outcomes:

After the successful completion of the course, the students will be able to,

1. Gain knowledge of English language to face the challenges in Competitive Examinations
2. Acquire skills in vocabulary usage and grammar
3. Acquire skill in logical reasoning, question error analysis and correct usage of words
4. Build confidence in getting job opportunities.
5. Develop an ability to recognize main idea and supporting details in order to improve comprehension and retention of written information.

VALUE ADDED COURSE JOURNALISM

Duration 30 hours

Course Objectives

1. To create employability skills in print and visual media.
2. To produce competent professionals who demonstrate a thorough knowledge of the theory and practice of journalism and communications
3. Identifying the role of the reporter and his/her duties and responsibilities.
4. Students will develop accurate and fair news stories across a variety of journalistic media.
5. Develop the speaking, listening, reading, writing, viewing, and representing skills needed to create various print publications and broadcast productions.

Unit I

What is Journalism?

Role of Journalism

Unit II

Reporting – Types and Qualities

News paper writing

Unit III

Qualities of Reporters

Sport – Investigative Reporting

Unit IV

Editing

Anatomy of Editing

Unit V

Writing a News Story

Writing Leads – Headlines

Learning Outcomes

After the successful completion of the course the students will be able to:

1. Define News and understanding its elements, news sources and different types of news.
2. **Informed about journalistic ethics and capable of articulating an ethical decision.**
3. **Conversant about contemporary media issues.**
4. Create reports for print publications and broadcast productions.
5. Understand the role of the news editor and its functions, duties and responsibilities

VALUE ADDED COURSE

TECHNICAL WRITING FOR PRODUCTS AND SERVICES

Duration 30 hours

Course Objectives:

The aim of this course is,

To develop employability and career oriented skills.

To update domain knowledge and learn various formatting techniques depending on the different reports.

To learn new tools and technologies used to write a technical document.

To understand and follow the processes involved in technical writing.

Unit I

What is Technical writing?

Unit II

Medicinal prescription, Medical apparatus user guides (Step by step instructions, procedures, manuals)

Unit III

Home appliances manual user guides (Step by step instructions, procedures, manuals)

Unit IV

Automobile services manuals user guides (Step by step instructions, procedures, manuals)

Unit V

Mobile, Laptop services manuals user guides (Step by step instructions, procedures, manuals)

Learning Outcomes

1. Understanding the high-level information from the organization and changing it into a professional document and delivering it to the targeted user.
2. Able to write precisely about the product/service that is easily understandable to the client based on the category of the report.
3. Able to incorporate visual images more efficiently.
4. Able to research well and get insights on any given topic.